

Email Message

From: Casey Hanoch [chanoch@insysrx.com]
Sent: Monday, October 08, 2012 1:57 AM
To: Michael Babich CC: Richard Simon
Subject: Fwd: Weekly Update

Sent from my iPad

Begin forwarded message:

From: Casey Hanoch chanoch@insysrx.com
Date: October 1, 2012 11:01:07 AM CDT
To: Michael Babich mbabich@insysrx.com
Cc: Richard Simon rsimon@insysrx.com
Subject: Fwd: Weekly Update

Sent from my iPad

Begin forwarded message:

From: chanoch@insysrx.com
Date: September 23, 2012 8:12:42 PM CDT
To: Michael Babich mbabich@insysrx.com
Cc: Richard Simon <rsimon@insysrx.com>, Alec Burlakoff aburlakoff@insysrx.com
Subject: Weekly Update

1. Ahmad (1): Very pleased with Subsys. Has had difficulty with insurance coverage lately. Pharmacy located within same building cannot order CII Rx from distributors due to ratio of opioids to other Rx. See once every week
 - a. 8/10 - Is practicing Ramadan until September, have lunch scheduled first of Sept.
 - b. 8/17 - Dropped off marketing materials. Have been unable to see both office manager & Dr. Ahmad recently, received Dr. Ahmad's email address and corresponded via email.
 - c. 8/24 - Arrived at office where Dr. Ahmad was very behind, haven't been able to see lately and decided to wait an hour. Was not able to see but reiterated email that was sent and need to discuss speaker event.
 - d. 9/7 - Spoke to staff and they informed me Dr. Ahmad would like to be taken off my call list. They would not give reason and I have been unable to reach Dr. Ahmad or his office manager for at least a month. The pharmacy which is located in the same stand alone building was shut down due to the high percentage of opioids being dispensed. It has

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recently been opened but is unable to stock opioids. I spoke to Mike Hemenway and we are both under the opinion that they may be under investigation. I will follow up in 3 - 4 weeks to let things settle down.

- e. 9/14 – Not seen this week, will wait for things to settle down.
 - f. 9/21- Not seen this week.
 - g. 9/28 - Called office to schedule dinner with Rich Simon & Dr. Ahmad, the staff member was very receptive in being the facilitator on time and venue. Look forward to our dinner 10/2 to mend any problems in our relationship and move forward with Dr. Ahmad writing Subsys as he did before.
 - h. 10/5 - RSM Rich Simon and I took Dr. Ahmad and his office manager out to dinner and turned things around 180 degrees. We set out a plan to conduct dinner programs for Dr. Ahmad to speak at his request. Dr. Ahmad was not able to receive schedule two drugs in his buildings pharmacy which prevented his writing our drug. Rich Simon and I have been speaking to the pharmacist, Jim P., Dion R. & Dr. Ahmad to resolve the issue but have a guarantee from Dr. Ahmad to have "more scripts than we can handle" once the pharmacy issue is resolved and begins to speak.
2. Axness (1): Recently started using Subsys. Great potential for large numbers. Infusion lab on the second floor will start using smaller quantities as well. See at least once a week
- a. 8/10 – no change
 - b. 8/17 – Head nurse will be on vacation until Monday, unable to visit with first floor staff. Visited second floor staff and scheduled breakfast for second week of September to detail.
 - c. 8 / 24 - Spoke to nursing supervisor which had spoken to the second floor pharmacist and indigent care supervisor, both of which were impressed. Scheduled lunch with first floor Dr. Axness and staff to discuss 1 patient on Subsys and converting all patients.
 - d. 9/7 – Had a breakfast with the second floor infusion nurses and pharmacists. They had many questions and were very impressed with the clinical advantages we have over other TIRFs. Cancer Treatment Center will become a much larger writer.
 - e. 9/14 – Dr. Morris (D1) while at the Cancer Treatment Center in Dr. Axness' pain clinic prescribed Subsys with the help of the nursing staff. I am looking into bringing a speaker in for a group practice with Dr. Axness and staff, will contact Teresa G. from Scimedica group to recommend an oncologist.
 - f. 9/21 – Office too busy to see this week. Emailed and left message with pain clinic supervisor for scheduled appointment.
 - g. 9/28 – Spoke to clinic manager and scheduled lunch appointment with regional sales manager Rich Simon for 10/4 with all pertinent staff. While the scripts have increased from 1 to 3 within the month, I'm afraid they are only putting new admits on Subsys rather than switching all current patients as we discussed.

- h. 10/5 – Conducted a lunch speaker program with Dr. Movva as the speaker and RSM Rich Simon. The lunch went very well especially for Dr. Movva who is very excited to speak as often as I need him. Subsys is now not only stocked in the infusion clinic but also in the Pyxis at 200 & 400 mcg. I fully expect Subsys to do very well in the upcoming months.
- 3. Bhakta (1): Will begin writing within 1 - 2 weeks, concerned with both safety & writing on label. Has not had a Rx approved yet but has had two brought to pharmacy. Has huge potential for large numbers. See at least once/ week
 - a. 8/10 – no change
 - b. 8/17 – Discussed bringing Dr. Simon as a speaker for in service lunch 9/10 / 12. Next cancer patient he has come in will have prescription for Subsys.
 - c. 8/24 – Discussed next cancer patient using Subsys, Dr. Simon coming 9/10 for lunch and what restaurant to use. Dr. Bhakta is also the head of the pain department of St. Francis Hospital in Tulsa and them putting Subsys on formulary
 - d. 9/7 – Had a very limited conversation with Dr. Bhakta over the in-office speaker program with Dr. Simon. I will brief Dr. Simon on the mentality & personality of Dr. Bhakta in regards to using Subsys. Dr. Bhakta has huge writing potential.
 - e. 9/14 – Brought Dr. Steve Simon in for a group practice lunch. The program went very well, Dr. Bhakta was interactive during the presentation slides and even more so afterward. He had the same reservations about Subsys, divergence and abuse potential. Dr. Simon addressed those concerns well but Dr. Simon also recommended after we were finished that I follow up with another speaker in the future. We both agreed that the goal of this group practice as with all HCP's that have yet to write is for them to try with their first patient as soon as possible.
 - f. 9/21 – Spoke to Dr. Bhakta about what he thought of our speaker program with Dr. Simon. He felt the information wasn't necessarily needed as much as the incite Dr. Simon offered with His experience prescribing Subsys. I was contacted by Dr. Bhakta's office the middle of last week asking about how to prescribe our product and that it was written.
 - g. 9/28 – After visiting with Dr. Bhakta's staff the patient that was written Subsys was a Medicare patient and the script was denied. I informed them that I would be more than willing to help with any PA in order to get it approved. I will visit today to discuss other patients and the chance of him allowing me to assist with a PA.
 - h. 10/5 – Did not see the week, but will begin living with office.
- 4. Martucci (1): Do not foresee any Rx being written until PA is gone. Very loyal to Fentora rep. Will see every week, often talk to nurses.
 - a. 8/10 – no change
 - b. 8/17 – Dropped off marketing materials. Will send additional direct mail information in hopes that Dr. Martucci will see. Will ask staff if he has a HCP that he respects or has friendship with in country.

- c. 8/24 – Staff had short week, unable to speak to clinical staff. Dropped off marketing material.
 - d. 9/7 – Did not see this week, visited physicians not yet seen.
 - e. 9/14 – Did not see this week, sent direct mail information to Dr. Martucci and Dr. Revelis. f. 9/21- Did not see this week.
 - f. 9/28 – Did not see this week. Sent the direct mail information to office
 - g. 10/5 – Did not see this week. Will temporarily not see due to the current PA. I will however continue to send direct mail information to keep Subsys on their minds.
5. Movva (1): Very pleased with Subsys , will become larger writer. Have very good relationship with both Dr. Movva and staff. See at least once every week.
- a. 8/10 – no change
 - b. 8/17 – Discussed attendees, venues and time for upcoming dinner function.
 - c. 8/24 – Finalized attendees, time & venue. Had recent graduate in practice that will head pain clinic in the Holdenville, OK area. She asked to attend dinner function to gain a better understanding of Subsys.
 - d. 9/7 – Have discussed official venue, time and attendees. He also expressed the need to increase the number of patients and scripts before the dinner program 9/18/12. Dr. Movva continues to identify potential patients for Subsys and remains very impressed with our product. I was also told by his staff that while Dr. Movva used to speak for companies he has not done so in years. They were very impressed with the fact that he is speaking for us and it says much about his belief in Subsys and the relationship we have built.
 - e. 9/14 – Stopped in to review the details of the dinner program 9/18, there was a discrepancy with the time and requested the time be changed from 19:00 to 18:00. Dr. Movva is looking forward to the program and discussing his patient population that are currently on Subsys. He will be bringing in a physician from Southeastern Oklahoma that serves the rural communities that do not receive the exposure of drugs like Subsys.
 - f. 9/21 – Dr. Movva spoke in my Tulsa speaker dinner program and did very well. The program was very informative and had two unlisted radiation oncologists in attendance which head the department in St. Johns hospital. The program greatly strengthened my relationship with Dr. Movva.
 - g. 9/28 – Dr. Movva is going to pick up his prescribing and is very much on board with our company & Subsys.
 - h. 10/5 - I brought Dr. Movva in to speak for Subsys at the Cancer Treatment Center and it went very well. He and I continue to build our relationship and he looks forward to further programs as well as more scripts.
6. Sorensen (1): Very odd individual. Unknown when he will write, however, I do expect him to write in the near future. See once every week

- a. 8/10 – New policy, reps only allowed twice/month excluding lunches. Will detail 3 times/month
- b. 8/17 – In upcoming week will talk about the need for clinical experience if he is asked to speak on behalf of Subsys. Discussed possible times for Dr. Simon to come in for an in office breakfast. Set time and will follow up.
- c. 8/24 – Unable to visit with this week, spoke to office manager and confirmed breakfast appt. with Dr. Simon for in – office speaker program. Will discuss the need for Subsys clinical experience if he is selected to speak outside of this area.
- d. 9/7 – Had a very good talk with Dr. Sorensen and his office manager and informed them that the speaker I had scheduled for the Hot Springs/ Little Rock, AR dinner program had recently told me he was unable to speak due to scheduling conflicts. Dr. Sorensen has mentioned that he enjoys speaking and has conducted programs in the same area in the past. I told them that while I would love for him to speak on behalf of Insys and Subsys our company policy requires speakers to have clinical experience in their own practices. Later that day Dr. Sorensen's office manager, Amy, called Mike Hemenway and said they felt I had strong armed them into writing our product and used the speaking program as the prize. Mike Hemenway and I have discussed it and will continue the in-office breakfast with Dr. Simon Monday morning 9/10/12. I will apologize for the miscommunication and determine whether or not Dr. Sorensen will speak on behalf of Subsys.
- e. 9/14 – Brought Dr. Steve Simon in for a group practice breakfast. The program went well, for Dr. Sorensen it was a refresher due to the fact that he attended the web speaker training. He and Dr. Simon have been colleagues for years and wanted Dr. Sorensen to hear of the advantages of Subsys from someone he knows and respects. After the group practice was finished I spoke to Amy and apologized for the miscommunication. She told me Dr. Sorensen was just in a bad mood that day, and agrees with what we at Insys require of our speakers, that is to have at least some clinical experience with Subsys. I do expect Dr. Sorensen to write soon and will not discuss speaking engagements until either they bring it up or he has written a script.
- f. 9/21 – Dr. Sorensen was very pleased to see me this week and when asked how he felt the speaking program went he immediately explained that the patient he had planned to put on Subsys the previous week was unexpectedly not in pain any longer. Dr. Sorensen has Subsys in the forefront of his mind and is actively looking for patients.
- g. 9/28 – Dr. Sorensen was over booked and unable to see me this week. I called his staff that last week to invite him to dinner with regional sales manager Rich Simon and myself 10/3. Will find out whether able to attend today. If he is able it will be a huge opportunity to convince him of the advantages of Subsys as well as build the relationship with me & Insys.
- h. 10/5 – RSM Rich Simon and I invited Dr. Simon out to dinner in order to discuss the likelihood of Subsys being written. We both agree as of right

now I will not rely on him to be a whale; however, we did make headway in discovering who the decision maker in the office was. His daughter is the RN/semi-office manager and holds more weight than previously thought. The dinner was well worth it and due to everything I learned, the next two weeks will decide whether this office is worth being one of my top three offices or further down the list.

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